

North Sydney District Cricket Club

Sponsorship Program

North Sydney District Cricket Club ('The Bears') is the premier amateur summer sporting body on the lower North Shore





From the President – North Sydney's place in the world's premier club cricket competition

Foundation club for the Sydney Grade Cricket Competition

The North Sydney District Cricket Club ('The Bears') is one of the foundation clubs of the Sydney Grade Cricket Competition, which began in 1893. This competition has grown substantially and by the 2013/14 season, the Sydney Grade Cricket Competition encompassed 20 clubs across metropolitan Sydney.

The Bears field sides in each of the five senior grades as well as a side in the Poidevin-Gray Shield (under 21) and AW Green Shield junior (under 16) competitions. The Sydney Grade Cricket Competition is the primary feeder competition to Cricket NSW, which in turn is a major feeder to our national team. The Bears' role is to provide competition and talent to feed this cricket development pathway.

In addition to our senior cricket teams the Bears has a junior cricket program consisting of some 250 players participating in 20 teams in the North Shore

Junior Cricket Association (NSJCA) age competitions spanning the under 9s through to the under 16/17s. The NSJCA competitions are played across the North Shore with 10 clubs contributing approximately 2,000 participants. The NSJCA is reportedly the largest junior cricket association in the Southern Hemisphere.

To prepare our juniors for the NSJCA competition the Bears also run a Milo in2cricket program for our youngest cricketers, which is conducted in St Leonard's Park on Saturday mornings during the summer.

North Sydney has also been at the vanguard of an exciting new initiative in girls cricket via the *Little Breakers League*, which commenced in 2013/14. North Sydney entered 6 teams (50 girls) in the inaugural competition and will look to grow participation numbers in future years.

Why partner with North Sydney?

An iconic club with an iconic home

The Bears call cricket's most picturesque venue, North Sydney Oval, home. Since the first cricket pitch was laid in St Leonards Park in 1867, North Sydney Oval has been synonymous with the game.

From the signature fig tree to the classic charm of the Bob Stand (named for the price of entry when it stood at the SCG), the ground is the envy of sports clubs across Sydney.

The Bear's distinctive red and black colours are instantly recognisable in the Australian sporting landscape while the club's roaring bear logo is equally well known. The club's apparel attracts the community's attention.



A rich and proud tradition in representative cricket

The Bears count amongst their alumnae 21 former international (Test) cricketers who played for Australia whilst playing cricket for North Sydney and 66 former NSW representatives including famous cricketing identities such as Don Bradman, Bill (Tiger) O'Reilly, Stan McCabe and Sid Barnes.

The club is coached by former Australian Test offspinner, Jason Krejza, and captained by Cricket NSW representative, Justin Avendano. The club is focused on developing young players to keep the strong tradition of cricket in Australia thriving.

Regular coverage in media

The Bears receive regular coverage in the Mosman Daily and North Shore times with multiple images highlighting our playing partners last season.

The Bears have a strong social media presence with more than 1,300 followers on Facebook.



**Iconic
Historic
Local**



CRICKET

Avenda huge ru

Exciting victories by lov

Caroline Tang

Avendar
almost an

Sponsorship packages

all prices include GST

Major Partner - \$19,800

Front of shirt sponsorship for Senior and Junior training and playing apparel

Club naming rights on all social and Bears-controlled media

Teardrop banners at all Home Grounds on match day and clinics

Season launch naming rights

Advertising banner on club website

Advertising on social media platforms

Complimentary table at end of season function

Full page Advertisement in the Annual Report

Player, coach or president to make an appearance at a function of your choice (subject to availability)

Club Sponsor - \$11,000

Sleeve sponsorship for Senior playing and training apparel

First Grade naming rights on all social and Bears-controlled media

Teardrop banners at Bon Andrews on match day and clinics

Advertising banner on club website

Advertising on social media platforms

Complimentary table at end of season function

Advertisement in the Annual Report

Strategic Partner - \$5,500

Logo on training apparel

Teardrop banner at Tunks Park or Bon Andrews on match day and clinics

Poidevin-Grey (U21) or Green Shield (U16 naming rights) on all social and Bears-controlled media

Advertising banner on club website

Advertising on social media platforms

Advertisement in Annual Report

Player Sponsor - \$1,100

Association with player's name on all social media and Bears-controlled media content – including branded cap for photo content if provided

Framed photograph and with player

Advertising banner on club website

Complimentary ticket to end of season function

Building Partnerships

Bears in the community



Junior cricket clinics

The Bears have established a relationship with the North Sydney Junior Cricket and Roseville Junior Cricket Club for the delivery of cricket skills clinics. Players and coaches from the Bears set-aside time to assist our youngest cricketers learn the skills required to enjoy the game.

The Bears also run junior coaching on Friday nights during summer. Up to 100 junior cricketers enjoy coaching from highly credentialed cricket coaches, led by Jason Krejza.

Junior cricket development is a key element to ensuring we retain as many young enthusiasts in team participation sports such as cricket.



Coach-the-coaches

In an effort to broaden our reach the Bears have commenced a 'coach-the-coaches' program to assist the volunteers who provide coaching to our junior players and teams. By instilling some core skills and philosophies in a seminar, which is accessible to all our junior coaches the Bears strategy is to improve the overall skill and enjoyment level for both the players and their coaches.

The Bears run this program on a purely volunteer basis

Part of North Sydney



Community Programs

The Bears have a community engagement agenda that aims to raise our involvement in community-focused activities. Some of the activities under consideration include:

- Sponsorship of the Taronga Zoo bears through fund raising;
- Fan days in the beautiful environs of North Sydney Oval; and
- A blood donation drive



North Sydney District Cricket Club

North Sydney Oval

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